

Attorney Docket No. 64933
PATENT APPLICATION

AMENDMENT UNDER 37 C.F.R. § 1.111
U.S. Appln. No. 09/880,755

REMARKS

Claims 1-15 are all the claims pending in the application.

Applicants thank the Examiner for acknowledging their claim to priority under 35 U.S.C. § 119, and receipt of a certified copy of the priority document.

Claims 1 and 7 stand rejected under 35 U.S.C. 112, second paragraph. In response, Applicants have amended these two claims.

Claims 1-4 and 7-10 stand rejected under 35 U.S.C. 102(e) as being anticipated by USP 6,108,533 to Brohoff. Claims 5-6 and 11-12 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Brohoff in view of USP 6,011,976 to Michaels et al. Applicants respectfully traverse these rejections, and request reconsideration and allowance of the claims in view of the following arguments.

Claim 1 of the present application recites a method of accessing from a mobile telephone one of a set of services stored in a telecommunication network, wherein the service request including a short-code number identifying a single service in a given geographical area. Brohoff teaches searching a geographical database by a search-key, but fails to teach the recited short-code number.

As shown in Fig. 1, Brohoff provides a geographical database integrated into a radio telecommunication system, which allows a user to search for information by furnishing search keys via a mobile station (Brohoff, col. 2, lines 39-42).

Specifically, a user of Brohoff could be: a mobile subscriber moving within a shopping center and being interested in obtaining information with respect to the closest restaurant or

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coffee shop or specialty store of a particular type in his geographic area; a motorist driving in an unfamiliar part of town, running low on fuel, and being interested in knowing the closest gasoline station to his current location; or a motorist seeking to get from town A to town B in an unfamiliar geographic area, and being interested in knowing the proper routes to drive in order to reach town B (Brohoff, col. 1, lines 44-58). The search key in Brohoff designating information a user desires to obtain from within the database (Brohoff, col. 4, lines 15-17). A general search key in Brohoff could be "food", "hamburgers" or "gas", and a specific search key in Brohoff could be "Pizza Hut", "McDonald's", or "Burger King" (Brohoff, col. 4, lines 46-49; col. 6, lines 20-27; and col. 6, lines 56-58). The search-key could also be "C-town" (Brohoff, col. 7, lines 15-18). Thus, the search key in Brohoff corresponds to generic services, instead of a single service recited in the claims.

Michaels does not supply any of Brohoff's deficiencies. Michaels provides a method for managing memory locations of a subscriber identity module card. Michaels has nothing to do with accessing services stored in a telecommunication network from a mobile phone.

Accordingly, Applicants respectfully submit that claim 1 and its dependent claims 2-6 are patentable.

Independent claim 7, regarding a control station for implementing the method of claim 1, recites a service request including a short-code number identifying a single service. Thus, claim 7 and its dependent claims 8-12 are patentable for the same reasons as those for claims 1-6.

In addition to the features discussed above, the newly added independent claims 13 and 14 also recite that the short-code number is supplied by a business facility identified by the short-

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code number. Again, the primary reference only teaches search keys corresponding to generic services. Thus, claims 13-14 are patentable for this additional reason as well.

Claim 15 depends on claim 1 and specifies that the short-code number may designate a single business, e.g., as described at lines 15-17 of page 6.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this Amendment Under 37 C.F.R. § 1.111 is being facsimile transmitted to the U.S. Patent and Trademark Office this 12th day of June, 2004.

Thea K. Wagner
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